

ORDER



Orders	Order / Rev:	205356			
	Alt Order #:				
	Product Desc:	9/24-9/30 KAINES FOR SENATE 2012			
	Estimate:	11937			
	Flight Dates:	09/24/12 - 09/30/12	Primary AE:	WAVY National House	
	Original Date / Rev:	09/13/12 / 09/13/12	Sales Office:	N-HOU	
	Order Type:	REG	Sales Region:	Nat	
Agency	Name:	Media Strategies & Research			
	Buying Contact:			Billing Type:	Cash
	Billing Contact:			Billing Calendar:	Broadcast
		11350 Random Hills Road		Billing Cycle:	EOM/EOC
		Fairfax, VA 22030		Agency Commission:	15%
Advertiser	Name:	POL/Kaine for Senate 2012 (D)			
	Demographic:	A25-54		New Business Thru:	
	Product Codes:	PL5		Order Separation:	00:15:00
	Priority:	P4		Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-CAND		Agency External ID:	IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Totals		Rating		
			Month	# Spots			
08/27/12	09/30/12	11	\$2,675.00	\$2,273.75	0.00		
			September 2012	11	\$2,675.00	\$2,273.75	0.00
			Totals	11	\$2,675.00	\$2,273.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 1	WAVY	09/25/12	09/30/12	WAVY News @ Sunrise	CM	5a-6a	- 1- 11 --	:30	3	\$125.00	P4	0.00	NM	3	\$375.00	
WAVY News @ Sunrise																
N 2	WAVY	09/29/12	09/29/12	Today Show	Sa	CM	8a-10a	----- 1 -	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
Today Show Saturday																
N 3	WAVY	09/24/12	09/26/12	M-F 4-5p	CM	4p-5p	1- 1 -----	:30	2	\$125.00	P4	0.00	NM	2	\$250.00	
M-F 4-5p																
N 4	WAVY	09/30/12	09/30/12	WAVY News 10 Sun	6p	CM	6p-7p	----- 1	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
WAVY News 10 Sun 6p																
N 5	WAVY	09/27/12	09/27/12	M-F 7-730p	CM	7-730p	--- 1 - -	:30	1	\$300.00	P3	0.00	NM	1	\$300.00	
M-F 7-730p																
N 6	WAVY	09/24/12	09/24/12	Mon Hour 3	CM	10p-11p	1-----	:30	1	\$700.00	P3	0.00	NM	1	\$700.00	
Monday 10-11p																

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 Flight Dates: 09/24/12 - 09/30/12

Advertiser: POL/Kaine for Senate 2012 (D)
 Product Desc: 9/24-9/30 KAINES FOR SENATE 2012 **WAVY**
 Estimate: 11937

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	09/30/12	09/30/12	Sun News 11p (Football)CM		1130-12a	-----1	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
Sun News 11p -- Late															
Start Date <u>Weekdays</u> End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating															
Week: 09/24/12 09/30/12 -----1 1 \$500.00 0.00															
N 8	WAVY	09/28/12	09/28/12	Tonight Show/Jay Leno CM		1134p-1237a	-----1--	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
Tonight Show w/Leno															
Start Date <u>Weekdays</u> End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating															
Week: 09/24/12 09/30/12 -----1-- 1 \$150.00 0.00															
Totals													11	\$2,675.00	